



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Contract # **338882**

Schedule Dates	10/26/12-10/29/12	Date Entered	10/25/12
Advertiser	Shorr & Associates (2909)	Last Modified	10/30/12
Agency	Political - Federal Candidate (1067)	Entered By	Mary Beth Halas
Product	POL/R CASEY/D/SEN/PA (134170)	CO-OP	Yes
Brand	Telerep/Washington DC, Washington DC (1040)	Headline #	06396615
Salesperson	Telerep/Washington DC	Demo	
Sales Office	DETTORRE,MICHAEL /	Order Type	Normal
Buyer Name		Package Deal	
Phone/Fax		Commission %	15.00
CPE	N/A	Commission	\$2,726.25
Account Types	National/Political	Net Total	\$15,448.75
Billing Type	Standard	Sales Tax	
Comments	Bob CASEY :30 10/23		

***** THIS IS A CASH IN ADVANCE SCHEDULE *****.

Line	Line Type	Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot		10/26/12-10/26/12	3	:30	7A- 8A (EST)				1				1	\$350.00	\$850.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/1	10/25/12	
2.0	Normal Line / Spot		10/29/12-10/29/12	3	:30	7A- 8A (EST)				1				1	\$350.00	\$850.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/2	10/25/12	
3.0	Normal Line / Spot		10/26/12-10/26/12	3	:30	8A- 9A (EST)				1				1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A/3	10/25/12	
4.0	Normal Line / Spot		10/29/12-10/29/12	3	:30	8A- 9A (EST)				1				1	\$800.00	\$800.00	Pittsburgh (WPXI)	TODAY SHOW 8-9A/4	10/25/12	
5.0	Normal Line / Spot		10/26/12-10/26/12	3	:30	4P- Judge Judy 4P				1				1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/5	10/25/12	
6.0	Normal Line / Spot		10/29/12-10/29/12	3	:30	4P- Judge Judy 4P				1				1	\$550.00	\$550.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/6	10/25/12	
6.0.1	Closed Preampt		10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy Coverage	
7.0	Normal Line / Spot		10/26/12-10/26/12	3	:30	4-29P- Judge Judy 430P				1				1	\$725.00	\$725.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/7	10/25/12	
8.0	Normal Line / Spot		10/29/12-10/29/12	3	:30	4-29P- Judge Judy 430P				1				1	\$725.00	\$725.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/8	10/25/12	
8.0.1	Closed Preampt		10/29/12															Pittsburgh (WPXI)	Breaking News Interrupt/Spot - Hurricane Sandy coverage	
9.0	Normal Line / Spot		10/26/12-10/26/12	3	:30	5P- 5:30P (EST)				1				1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-530P/9	10/25/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Short & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Salesperson
Brand
Sales Office
Buyer Name
Phone/Fax
CPE
Account Types
Billing Type
Comments

Telerep/Washington DC
DETTORRE,MICHAEL
/ /
N/A
National/Political
Standard
BOB CASEY :30 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****.

Contract #	338882	Date Entered	10/25/12	Pittsburgh (WPXI)	Spots	Rate
Schedule Dates	10/26/12-10/29/12	Last Modified	10/30/12	By Broadcast Month	9	\$10,650.00
Advertiser	Pol/R Casey/D/US Senate (16759)	Entered By	Mary Beth Halls	Oct. 2012	7	\$7,525.00
Agency	Short & Associates (2909)	CO-OP	Yes	Nov. 2012		
Product	Political - Federal Candidate (1067)	Headline #	06396615	Grand Total:	16	\$18,175.00
Brand	POJ/R CASEY/D/SEN/PA (134170)	Demo				
Sales Office	Telerep/Washington DC, Washington DC (1040)	Order Type	Normal		<td></td>	
Buyer Name		Package Deal			<td></td>	
Phone/Fax		Commission %	15.00		<td></td>	
CPE		Commission	\$2,726.25		<td></td>	
Account Types		Net Total	\$15,448.75		<td></td>	
Billing Type		Sales Tax			<td></td>	
Comments					<td></td>	

CONFIRMATION CONTRACT																			
Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
10.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	SP- 5:30P (EST)	1						1		1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	NEWS 5-S30P/10	10/25/12
11.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	5:58P- Channel 11 News At 6pm M-F	1						1		1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/25/12
12.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	5:58P- Channel 11 News At 6pm M-F	1						1		1	\$1,300.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 6-630P/12	10/25/12
13.0	Normal Line / Spot	10/28/12-10/28/12	3	:30	6P- CHANNEL 11 NEWS	1						1		1	\$925.00	\$925.00	Pittsburgh (WPXI)	NEWS 6-630P/13	10/25/12
14.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	6:59P- Jeopardy	1						1		1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/14	10/25/12
15.0	Normal Line / Spot	10/29/12-10/29/12	3	:30	6:59P- Jeopardy	1						1		1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/15	10/25/12
16.0	Normal Line / Spot	10/26/12-10/26/12	3	:30	7:30P- WHEEL OF FORTUNE	1						1		1	\$2,200.00	\$2,200.00	Pittsburgh (WPXI)	WHEEL 730-8P/16	10/25/12
17.1	Revised Line / Spot	10/29/12-10/29/12	3	:30	4:30P- 5P (EST)	1						1		1	\$725.00	\$725.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/25/12
18.1	Revised Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1						1		1	\$725.00	\$725.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/25/12
18.1..	Normal Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1						1		1	\$725.00	\$725.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/25/12
18.1..	Closed Preempt	10/29/12															Pittsburgh (WPXI)	Order Error/Exception	10/29/12
19.0	Revised Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1						1		1	\$725.00	\$725.00	Pittsburgh (WPXI)	NEWS 6-630P/11	10/25/12

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Pittsburgh, PA 15214

Contract # 338882

Schedule Dates 10/26/12-10/29/12
Advertiser Pol/R Casey/D/J US Senate (16759)
Agency Short & Associates (2909)
Product Political - Federal Candidate (1067)
Brand POJ/R CASEY/D/SEN/PA (134170)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC, Washington DC (1040)
Buyer Name DETTORRE,MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments BOB CASEY :30 10/23
***** THIS IS A CASH IN ADVANCE SCHEDULE *****.

Pittsburgh (WPXI)		Spots	Rate
By Broadcast Month	Oct. 2012		
Nov. 2012	7	\$7,525.00	
Grand Total:	16	\$18,175.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
19.1	Normal Line / Spot	10/29/12-10/29/12	3	:30	4P- 4:30P (EST)	1								1	\$550.00	\$550.00	Pittsburgh (WPXI)		10/30/12

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